



The Bottled Water Market in Brazil

July 1999

*(Également disponible en français sous le titre,
Le marché de l'eau en bouteille
au Brésil)*

Prepared by the
Team Canada Market Research Centre
and the
Canadian Trade Commissioner Service

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Canada

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Complete	☐	☐	☐	☐	☐
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Well written	☐	☐	☐	☐	☐
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- | | |
|--|---|
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6. Which of the following categories best describes your organization? Check one only.

- | | |
|---|---|
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7. What were your organization's total sales last year, in Canadian dollars?

- | | |
|---|---|
| ☐ Less than \$10 million | ☐ \$10 million to \$50 million |
| ☐ More than \$50 million | ☐ Not applicable |

Additional comments/suggestions for improvement: _____

OPTIONAL — The name of your organization is: _____

The Team Canada Market Research Centre produces a wide range of market reports by region and sector for Canadian exporters. For further information please contact:

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Department of Foreign Affairs
and International Trade
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- FaxLink Domestic service (613-944-4500);
- DFAIT Internet site (<http://www.dfait-maeci.gc.ca>)

Trade Evaluation and Analysis Division (TEAD)
Agriculture and Agri-Food Canada
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ATS Online
(<http://atn-riae.agr.ca>)

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THE BOTTLED WATER MARKET IN BRAZIL



Team Canada Inc. - Équipe Canada inc.

EXECUTIVE SUMMARY

This report examines the market for bottled water in Brazil, including treated, sparkling and mineral waters. Information in this report was drawn from secondary sources, and from the experience and knowledge of the Canadian Embassy in Brasilia.

The bottled water market is highly competitive, and experienced significant growth over the last few years, with sales reaching \$2.5 billion in 1998. The market is growing rapidly, as indicated by bottled water sales that increased 122% between 1990 and 1998 to reach 1.8 million litres, or approximately 16% of the soft drink market by volume. There is good reception within the market for new brands of water, and more people are consuming bottled water as the health benefits become better known.

Local production potential increased significantly with the discovery in Brazil of the world's highest flow mineral water spring in 1997. Indaia dominates the market share of domestic producers, but with approximately 200 competing local brands, the market is highly segmented.

The import market for bottled water has developed rapidly in recent years, as more suppliers continue to become involved in the market. While still just a small portion of the total size of the market, imports reached \$2.7 million in 1998. France dominates the imported bottled water market, sourcing 80% of total imports, while the United Kingdom reached 9.4% in 1998. Canadian producers, to this time, have exported minimal amounts to the Brazilian bottled water market.

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THE BOTTLED WATER MARKET IN BRAZIL



Team Canada Inc. - Equipe Canada Inc.

MARKET OVERVIEW

The bottled water market in Brazil grew 122% from 1990 to 1998, reaching \$2.5 billion in annual sales. Consumption levels grew to 1.8 billion litres in 1998, an average of 10 litres per capita, and doubling 1991 totals. The Brazilian bottled water market is dominated by over 200 domestic producers, however international competitors are entering with success, adding to the 50 foreign suppliers already in the market.

While bottled water consumption in 1998 reached its highest levels, the market growth rate slowed in recent years. In 1996, growth over the previous year was 82%, while consumption growth in the following two years fell to 50% and 12%, respectively. Predictions for the future of the mineral water market estimate consumption will reach 3 billion litres by 2001.

Key Factors Shaping Market Growth

The early 1997 discovery of a mineral water spring in Brazil with the highest flow in the world was a huge boost to the mineral water industry in that country. The water is of high quality, and has high commercial value. With an extraction capacity of 12 million litres per day, it provides opportunities to local producers to increase supply, yet not significantly increase costs.

Imports have yet to play a significant role in market growth, as they still occupy just 2% of the overall market. The majority of growth has been the result of expansion of facilities and capacity by Brazilian companies. Some foreign companies established operations in Brazil recently, and while they are increasing their presence in the market, they have yet to develop into a significant market leadership position.

The increase in the sale of bottled water from 1990 to 1996 was likely brought about by the stabilization of the economy under the "Plan Real." Under this plan Brazil saw the demise of hyperinflation, and an increase in consumer purchasing power. Since that time, however, economic performance in Brazil has struggled. The Brazilian economy grew 3.68% in 1997, but slowed to just 0.54% growth in 1998, its smallest growth since 1992. On January 13, 1999, Brazil was forced to devalue its currency and allow it to

float on global markets. Following the devaluation, the *real* plunged, losing over 35% of its value, which threatened to significantly affect the country's economy, as well as the economies of its Latin American and MERCOSUR partners (Argentina, Uruguay, and Paraguay).

These economic struggles demonstrate Brazil's efforts to defend the overvalued *real* against similar economic collapses in the developing economies of Asia and Russia in 1998. However, the Brazilian economy has recovered more quickly than some other struggling economies. Interest rates have fallen for 8 consecutive periods, from 49% to 22%, and inflation is under control at a rate of less than 8% per annum. Predictions are that Brazil's 1999 economy will shrink by 1.5%.

Opportunities

A huge potential exists in Brazil for participants hopeful on entering this market. With consumption of bottled water at only 10 litres per capita per year, possibilities exist for expansion. Though almost 90% of the Brazilian population drinks tap water, 21% also drink mineral water, with consumption increasing at an average of 15% per year for the past several years. Of Brazilian bottled water consumers, 56% report they drink it at home, 42% consume it in "drinking establishments", 29% in restaurants, 25% in the work place, and 22% at other locations. Of the bottled waters, 90% of consumption is of mineral water, while the remaining 10% is accounted for through sparkling water sales.

Materials used in packaging the mineral waters in the Brazilian market vary from PVC (poly vinyl chloride, 70% of the market), to PP (polypropylene, 25%), to PET (polyethylene terephthalate, 5%). PET is highly popular in Canada and the U.S., due to its low weight and transparency, but has yet to capture a larger share of the Brazilian soft drinks market. The introduction of PET to the Brazilian market in 1994 stabilized the growth of PVC. The development of a higher quality of PET plastic for use in food packaging, and its falling cost are expected to increase use of PET for bottling, and could give competitive advantage to companies using this packaging as the environmental movement gains momentum in Brazil. Returnable packaging currently accounts for just 30% of sales.

Actual and Planned Projects

The bottled water market in Brazil has been very active recently, with more competition entering the market, and companies actively pursuing means to increase market share. Tactics include acquisitions, investment in new plants, expansion of existing factories, and launching new product lines.

Antarctica, a major water manufacturer, will soon launch its mineral water brand Perola into the Brazilian market. With predictions that Perola could gain a 5% market share on a short-term basis, Antarctica will quickly become a major player in the market.

Minalba, a Brazilian mineral water company, announced a \$23.7 million investment in a new product line and a new plant in north-eastern Brazil. Instead of using treated water, plans for new soft drinks include using mineral water to produce lighter, smoother drinks. The company currently produces 2.8 million litres of soft drinks per month.

Perrier, the French mineral water producer, purchased Agua Mineral Santa Terezinha, a small southern Brazil water company, in June 1998. Already the owner of São Lourenço Belíssima and Petropolis, Perrier hopes to gain market share in southern markets of Brazil with an investment of \$3.8 million in new facilities and expand the plant's annual production capacity by nearly 600% to 9 million litres. Perrier also intends to expand operations into other MERCOSUR countries.

Unica and K2, two new Brazilian mineral water companies, recently established themselves in Santa Catarina to challenge local brands such as Rio D'Ouro, Santa Catarina, Imperatriz, Guarda, and Cristalina for the southern market. Investing \$1.3 million in new equipment to build its plant alongside two 200 metre deep artesian wells, Unica aimed to reach full capacity of 12 000 litres per hour by December 1998. It also hoped to be the first company in Brazil to sell mineral water in recyclable PET bottles. K2, meanwhile, invested \$635 000 in its new production plant, which is to have a bottling capacity of 66 000 litres per hour. K2 plans to eventually export its products to the MERCOSUR member states as well.

COMPETITIVE ENVIRONMENT

Local Capabilities

More than 200 domestic manufacturers compete in the bottled water market in Brazil, however, about 45% of the market is held by just 5 producers. The remaining 55% is divided between smaller domestic producers (see Table 1).

As Table 1 demonstrates, Indaiá holds the largest percentage of local production market share at 28%, followed by a number of smaller producers. Some brands, such as Minalba, the market leader in the southeastern region of Brazil, enjoy regional popularity, though national success eludes them. Other popular brands throughout the country are Spal's Cristal, Lindóia, and São Lourenço.

Table 1. Mineral Water Production in Brazil

Market Share in 1998		Local Production (litres)	
Indaiá	28%	1990	700 000
Caxambu	6%	1991	1 000 000
Lindóia	5%	1992	800 000
São Lourenço	3%	1993	1 100 000
Ouro Fino	2%	1994	1 200 000
194 other companies	56%	1995	1 516 000
		1996	1 750 000
		1997	2 000 000

Source: Canadian Consulate General, São Paulo, Brazil

International Competition

There are currently over 50 foreign suppliers of bottled water to the Brazilian market, comprising just 2% of market sales, though imported brands are experiencing increased sales as well. Perrier/Evian from France and San Pellegrino from Italy are the most significant players in the market, however these brands also cost up to five times more than domestic brands. Sales of Perrier increased by 35% in 1998 over the previous year.

Imports of bottled water increased from \$194 000 in 1991 to \$2.7 million (US\$1.8 million) in 1998. France increased its share of the import market to nearly 80% in 1998 at the expense of the United States (2.6%), Portugal (3.2%), and several smaller exporting countries. The U.K. increased its exports to gain 9.4% of the market in 1998, while Italy recovered from decreased sales in 1997 to post a 3.6% market share in 1998.

Table 2. Top Exporters of Bottled Water to Brazil, 1994 - 1998 (US\$ millions)

Country	1994	1995	1996	1997	1998
France	0.477	0.818	0.627	1.045	1.489
U.K.	0.026	0.110	0.086	0.107	0.176
Italy	0.044	0.106	0.042	0.034	0.068
USA	0.005	0.044	0.029	0.041	0.048
World	0.627	1.320	0.927	1.542	1.873

Source: National Trade Databank, 1997: SITC 1110.1
World Trade Atlas, 1999: HS 2201

Canadian Position

Canada's latest exports to this market occurred in 1996, with exports totalling \$34 000. For the most part, Canadian companies do not export bottled water to Brazil. Currently, Canadian producers prefer to export to the United States, as it is a closer market, with fewer export costs, and no language barrier to inhibit business relations.

Competitive Advantage Through Canadian Government Policies and Initiatives

The Export Development Corporation (EDC) offers export financing and insurance to Canadian exporters. Additionally, insurance can be provided for larger transactions that are subject to the terms and conditions established by the buyer. The EDC prefers to work through letters of credit, banks credits or bank guarantees. Details and approval for financing will be considered case by case.

EDC loans can assist Canadian exporters in selling goods and services in Brazil by offering secure prearranged financing terms, which may be an advantage given the recent currency crisis in the Latin American country. The offer of a secured EDC loan will aid in acquiring financing in Brazil from banks that may be fearful of providing small business loans during a debt crisis. For more information, please contact the EDC.

The Canadian Commercial Corporation (CCC) also offers small and medium-sized Canadian companies access to financing and better payment terms under the Progress Payment Program (PPP). The PPP concept was developed as a partnership between major Canadian financial institutions and the CCC. It enables the exporter's bank to open a project line of credit for the exporter's benefit, based on CCC approval of the project and the exporter's ability to perform. For more information, please contact the CCC.

The Program for Export Market Development (PEMD) is the government's primary international business development program. The objective of PEMD is to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market. The PEMD refundable contribution is a minimum of \$5 000 and a maximum of \$50 000. Preference is given to companies with annual sales greater than \$250 000 and less than \$10 million, or with less than 100 employees for a firm in the manufacturing sector and 50 in the service industry. Eligible activities, the costs of which are shared on a 50/50 basis, include market visits, trade fairs, incoming buyers, product testing for market certification, legal fees for marketing agreements abroad, transportation costs of off-shore company trainees, product demonstration costs, promotional materials, and other costs necessary to execute the market development plan (Other components of the program deal with international bid

preparation under Capital Project Bidding, and with Trade Associations when developing international marketing activities for their membership). For additional information, or to receive an application, please contact the International Trade Centre in your province.

MARKET LOGISTICS

Channels of Distribution

Importers and intermediaries

Direct sales to the end user are rare, and since the Brazilian market was closed to foreign competition for years, a local agent/importer is critical to success. Due to Brazil's geographic size, it may be necessary to employ more than one agent to ensure national distribution. The local agent or agents should be able to perform the following functions:

- import the product;
- deal with regulatory agencies;
- handle local sales and distribution; and
- handle promotion of the product.

Choosing an agent must be done with the utmost care, and exporters should ensure that the agent is registered with local authorities prior to signing an agreement.

Once an agent has been selected, it is recommended that the Consulate in São Paulo be contacted to verify their reputation. In addition, the Consulate can provide a list of companies that are capable of performing credit checks, and advising on details such as sales volume, employees, and recommendations for credit limits.

Once an agreement has been signed, a Brazilian agent is protected by law from unilateral termination of the contract without just cause. "Just cause" is limited to: negligence of the agent, breach of the contract, acts by the agent which are damaging to the foreign principal, or conviction of the agent for a serious criminal offence.

Retail Distributors

The development of supermarkets and hypermarkets has enabled the expansion and diversification of imported processed food product lines. These stores are introducing the convenience of one stop shopping, and a new line of convenient foods. Moreover, traditional markets and local stores, where Brazilian's purchase their milk and fresh breads, are beginning to expand their product lines, as are local butcher shops. These are markets with excellent potential for growth.

Many of the larger grocery stores are importing their own products to keep prices down. Large stores like supermarkets and hypermarkets represent only 14% of Brazil's retail outlets, but make up more than 70% of their sales.

Food services operators

According to the U.S. Department of Agriculture, approximately 38 million meals a day are served outside the home in Brazil. Thirty eight percent of these are accounted for by traditional luncheonettes, side walk cafes, and sandwich shops; 29% are purchased in the rapidly expanding North American style fast food restaurant; 15% are catered lunches provided for employees; and 1% are sit down meals in dinner style restaurants (including hotels). With the stabilization of food prices the latter have been increasing in popularity.

With so many meals served by quick service establishments there should be excellent opportunities to market bottled water through the food service industry.

Market Entry Considerations

Promotion: Promotional/marketing activities are important to Canadian producers because there is little brand awareness of Canadian products in Brazil. Nevertheless, Canadian products are considered to be of high quality, which is useful for promotional purposes. This is especially relevant since Brazilian consumers are becoming better at assessing the price/quality ratio of goods.

A variety of media types are used to market processed food in Brazil. The most popular is television. With 112 television stations, Brazil's television industry is highly developed. Other media used are: radio, magazines, and newspapers.

Exporters should be aware that some supermarkets display imported products in a separate part of the store. This type of product segregation should be avoided if possible, as import sections tend to have a lower volume of consumer traffic.

Although inflation is under control, Brazilian consumers are quite price conscious, so competitive pricing is a must. If a product must be priced higher, stressing the products

superior quality consumer price concerns.

Transportation and storage: Ninety percent of the cargo shipped within Brazil is via its 1 670 148 km of roadways. Rail transportation is not as well developed, and typically is used only for grains or manufactured goods (eg. cars).

The most common method of transport into Brazil is via ship. In fact, ports handle approximately 98% of all trade. Brazil has one thousand ports of which 39 are ocean ports, and can handle ships up to 100 thousand tonnes. The most important ports in Brazil are in Santos and Rio de Janeiro. Both ports are located in southern Brazil and have extensive facilities, such as bonded and/or refrigerated warehouses.

In addition to the ocean ports Brazil has numerous river ports, and approximately 50 000 km of navigable inland water ways.

There are rules governing inter-state trade. Local trade regulations may vary from state to state. These regulations can restrict the movement of goods between Brazil's various states. For specific information about state restrictions and rules contact the Canadian Embassy in Brasilia.

Suggested Business Practices

When establishing contacts in Brazil, avoid unannounced phone calls or meetings. Brazilians are more receptive to an introduction by a respected third party. A Canadian Trade Commissioner or a referral from an organizational superior can be useful for this type of introduction.

When negotiating, be prepared to discuss all aspects of the contract simultaneously rather than sequentially, and remember that Brazilians often find the aggressive North American attitude towards business offensive. It is important in developing trust to demonstrate a commitment to a longstanding business relationship in Brazil. Avoid making changes to your negotiating team, as it could undermine any progress made, because Brazilians value the people with whom they do business. It is also a good idea to have a local accountant and a notary or lawyer to advise on contract issues, as Brazilians resent an outside legal presence.

In order to demonstrate long-term commitment to business in Brazil, Canadian exporters are encouraged to visit the territory to update information, and to foster trust through personal contact. This is just as important following the close of the deal as it is during negotiations. The relationship must continue to be attended to in order for the

business to succeed.

Import Regulations

Imports to Brazil face duties ranging from 14% to 20%, and are levied ad-valorem on the c.i.f. value. In addition to import tariffs there are several taxes and fees are levied against imports. For a list of these taxes and their rates see Table 3.

Table 3. Taxes and Fees Levied on Imports

• Syndicate Fee	--	2.2% of c.i.f. value
• Brokerage Fee	--	1% of c.i.f. value
• Warehouse Tax	--	1% of import duty
• Fee for handling charges	--	varies, is now between \$28-\$140
• Administrative Commission	--	fixed at \$140
• Import License Fee	--	approximately \$140
• Additional Port Tax	--	two fees totalling 3% of c.i.f. value
• Merchant Marine Renewal Tax: 25% of ocean freight charge (sea imports only)		

Source: Customs Guide to The Americas, Brazil, 1997

There are also two additional government taxes that must be paid.

The Industrial Products Tax (IPI) is a federal tax that is levied on both imported and domestic products. The tax is assessed at the point of customs clearance for imports. The value of the tax is based on the products' c.i.f. value plus duties. As a guideline, products that incur a low import tariff generally pay a low IPI, and vice versa.

Mineral and aerated waters (HS 220110) are subject to an IPI rate of 30%, but a 50% discount can be granted if the product conforms to the identity and quality standards required by Brazilian legislation.

The Merchandise Circulation Tax (ICM) is a state government value added tax that is applicable to both imports and domestic products. The value of the tax varies from state to state, but the average is 17%. The ICM on imports is assessed *ad valorem* on the c.i.f. value, duties, and IPI. The cost of this tax is generally passed on to the buyer in the price paid for the product.

In May 1994, Brazil created four free trade zones, all located in northern Brazil to encourage trade in the north : Manaus, in the state of Amazonas; Macapá/Santana in the state of Amapá; Tabatinga, in the state of Amazonas, on the Peru border, and; Guajará-Mirim, in the state of Rondônia, on the border with Bolivia. Of these, the Manaus Free Trade Zone is the most developed, with special incentives to encourage

industrial, commercial, and agricultural development in the heart of the Amazon. Thus far, the venture has been successful, warranting an extension of the incentives to 2013. Goods entering these ports are not subject to custom duties or federal, state, or local import taxes.

Local Standards, Certificates, and Regulations

At the time this report was published, Brazilian legislation concerning the technical rules for the establishment of the identity and quality of natural mineral water and bottled water was being negotiated and updated. This report will be updated when the final legislation is announced.

Health and food safety

Bottled water is governed by the regulations that control the production and marketing of soft drinks.

A health and sanitary Product Certificate issued by Agriculture Canada and duly stamped by the Brazilian Embassy or Consulate in Canada is required.

Packaging and labelling

It is essential that shipping marks, port of destination, and package number, be prominently shown on the shipping case, and be in such a position as to avoid being covered by any later strapping. Markings of any other kind should be in a less prominent location, and be limited to essential data. Any identifying marks used on the bill of lading should also appear on the shipping case.

Numbers can be used as identifying marks, provided they appear within a geometric figure. Local agents should be consulted to ensure there are no special additional markings required.

Retail Packaging is a major advantage for processed foods. Brazilian consumers enjoy the attractive modern packaging of imported goods that domestic products have yet to provide. Under Brazilian law (the Brazilian Consumer Protection Code), all product labelling must include the following:

- quality;
- composition;

- quantity;
- price;
- guarantee;
- shelf life;
- origin (to include name/address/phone of the producer); and
- risks to consumer health and safety.

All information must be clear, precise, easily readable, and translated into Portuguese. If the original product label is not printed in Portuguese, a label with the required information in Portuguese must be glued to the product.

Documentation

Import Permit: This is the most important document required for exporting to Brazil. To acquire an import permit, an application must be made to The Foreign Trade Department of the Bank of Brazil (DECEX).

There is a new automated system for obtaining import licenses. All applications for licences are now done on-line. The new system is called SISCOMEX. Contact the Canadian consulates in Brazil, or the Brazilian Secretariat of Foreign Trade (SECEX) for information as to how to apply on-line.

When the import permit is issued, it will state the period for which it is valid. This period is 90 days, which is the maximum time for embarkation of goods, or in certain cases, for registering the Import Declaration. Petitions for extensions required because of special operations or predefined exceptions are to be directed to SECEX.

Commercial Invoice: The invoice should be prepared by the manufacturer or the seller in the country of origin, and it should provide the following: full address of the shipper, the seller, and of the consignee; import permit number and other reference numbers; date of order; shipping date; delivery and payment terms; and a complete description of the merchandise and markings.

Pro-forma Invoice: This invoice is required to apply for an import permit, and the original should be notarized. It must include a full description of goods, including:

- name and address of manufacturer or exporter;

- signed verification that product prices are current export market price for export to any country;
- if applicable, the name and address of the agent, distributor, representative, or concessionaire in Brazil, and a statement of commission due;
- unit price, total cost, freight, insurance and other charges;
- if applicable, a statement that published catalogues or price lists do not exist for the invoiced products.

Bill of Lading: The bill of lading should be nonnegotiable, numbered, dated, and one copy attached to each commercial invoice. The bill must also display the import licence number and expiration date, and the freight charges in both numbers and words.

A noncompliance with these regulations will result in considerable delays at customs.

Special Documentation: There are various special documents required for the importation of specific products. Exporters are encouraged to consult with local agents to ensure their products documentary needs are met in this area.

All documents must be present and accurately completed to avoid long delays and/or fines. According to Brazil's Basic Import Regulations, the fines in Brazil can be very heavy; for example importing without an import permit can result in fines ranging from 20% to 100% of the c.i.f. value.

Authentication of documents

Documents that need to be authenticated, such as certificates of sale and letters authorizing an exporter's local agent or importer to act on their behalf, must first be notarized in Canada. Notarized documents can be authenticated by sending them to (there is no fee for this service):

**Department of Foreign Affairs and International Trade
Authentication and Service of Documents (JLAC)**
125 Sussex Drive, Ottawa K1A 0G2
Telephone: (613) 992-6602
Facsimile: (613) 992-2467

Export Credit Risks, Restrictions on Letters of Credit, or Currency Controls

The Brazilian Central Bank has taken steps to control the flow of imports because of their adverse effects on inflation rates.

Foreign exchange for imports financed up to 179 days will have to be purchased immediately upon clearing the goods through customs. An importer must now pay the full purchase price to the Central Bank then wait until the payment is actually due and then the importer must remit the payment to the foreign creditor.

For goods financed between 180 days and 360 days, foreign exchange must be purchased 6 months before the loan matures. These new rules do not apply to goods financed over 360 days, or for those with a value under \$US10 000.

Canadian producers should note that the Brazilian government has demonstrated a willingness to restrict import of luxury food goods in order to help control inflation. In 1995, the Brazilian government limited credit terms for imported goods to curb growing inflation. This temporary measure was instituted because domestic producers seemed unwilling to bring their product prices in line with foreign goods while protective tariffs were in place. The government still fears that the growing demand for imported goods could make inflation a problem again.

Supermarkets appreciate foreign suppliers because they give up to 180 days of credit. Canadian producers would be wise to continue this practice. Domestic producers typically do not extend credit past 30 days, giving imports a distinct advantage.

PROMOTIONAL EVENTS**Event/Discription****FISPAL**

São Paulo, Brazil
8-11 June 1999

International, open to traders only . The major products exhibited are: Food and beverages, raw material packaging, equipment and services.

ABIA

São Paulo, Brazil
August 1999
(annual)

International trade show for food industry; cafeterias, restaurants, hotels, convenience stores, grocery stores, and more.

Food Ingredients South America

São Paulo, Brazil
17-19 August 1999
(Annual)

Ingredients, flavourings, colouring, preserving devices.

SIAL-MECOSUR

Buenos Aires, Argentina
August 24-27, 1999

Food showcase, attracting business professionals, and buyers in retail and foodservices industries.

ABRAS

Rio de Janeiro, Brazil
September 13-16, 1999

Food showcase targeting agri-food manufacturers and retailers.

Organizer/Contact

Brasil Rio Promogoes Empreendimentos
Rua Ministro Nelson Hungria 239
Cj 04 Real Parque 05690-060
São Paulo, Brazil
Tel: (55)(11) 844-9111
Fax: (55)(11) 844-9121
Contact: Ligia Castro
Internet: <http://www.foodnet.com.br>

Guazzelli Feiras Messe Frankfurt
Patricia Silva, Marketing Manager
Al. Rio Negro 433
3rd Andar-Predio I 06454-904
Barueri, São Paulo, Brazil
Tel: (11) 7291-0440
Fax: (11) 7291-0660
E-mail: guafair@guazzelli.com.br
Internet: <http://www.guazzelli.com.br>

Miller Freeman Do Brasil
Rua Traipu 657
01235-000 Sao Paulo, Brazil
Tel: (11) 3662-2021
Fax: (11) 826-4458

SIAL SA
39 rue de la bienfaisance
75008 Paris, France
Tel: (33)(1) 4289-4687
Fax: (33)(1) 4289-4694

ABRAS
Av. Diógenes Ribeiro de Lima, 2872
Alto da Lapa - CEP 05083-901 - São Paulo, SP
Tel: (11) 838-4500
Fax: (11) 837-9933

KEY CONTACTS AND SUPPORT SERVICES

Canadian Embassy

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Brasília, DF 70410-900
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Department of Foreign Affairs and International Trade

South American and Inter-American
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Business Development Bank of Canada

#400, 5 Place Ville Marie
Montreal, PQ H3B 2G2
Tel: 1-888-463-6232
Fax: (514) 283-0617
Internet: <http://www.bdc.ca>

Canadian Commercial Corporation

Metropolitan Centre
50 O'Connor St., 11th Floor
Ottawa, ON K1A 0S6
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E-mail: info@ccc.ca
Internet: <http://www.ccc.ca>

Export Development Corporation

151 O'Connor St.
Ottawa, ON K1A 1K3
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Fax: (613) 237-2690
E-mail: export@edc4.edc.ca
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Department of Foreign Affairs & International Trade

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Ministry of Foreign Affairs (MRE)

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Chambers of commerce and industry associations

National Confederation of Industry

•Rio de Janeiro
Ac. Nilo Peçanha, 50/34° andar
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National Confederation of Commerce

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Brazil-Canada Chamber of Commerce

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Brazilian Association of Trading Companies (ABECE)

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Agri-Food Trade Service: <http://www.atn-riac.agr.ca>

BrazilTradeNet: <http://www.dpr.mre.gov.br/e/default-e.htm>

Canadian Consulate General in São Paulo: http://www.dfait-maeci.gc.ca/spaulo/in/walt_in.htm

Exhibitions 'Round the World: <http://www.exhibitions-world.com>

Governments on the WWW: Brazil: <http://www.gksoft.com/govt/en/br.html>

InfoExport: <http://www.infoexport.gc.ca>

Inside Brazil: <http://www.amcham.com.br/publicadept/inside/ibhis.htm>

International Development Research Center (IDRC):
<http://www.idrc.ca/lacro/investigacion/mercosur.html>

Strategis: strategis.ic.gc.ca

Tradeport: <http://www.tradeport.org>

Trade Show Central: <http://www.tscentral.com>

USDA: <http://www.fas.usda.gov>

World Bank: <http://www.worldbank.org>